

7 Tips for Data Normalization

1

Pick simple aliases

Think of it as a nickname. However you refer to your app is how it should be named in Libring. This will make it easy for you to find and analyze the data later on.

2

Watch spelling!

The last thing you need is multiple line items popping up for the same app! Everything from capitalization to spacing & numbers matter.

3

Use the Pivot Table to spot odd-balls

The Pivot Table can be your greatest friend during the normalization process. By dragging & dropping the different metrics and dimensions into the table, you can spot any inconsistencies.

4

Get rid of descriptors

You don't need descriptors (like platform) tacked onto the end of your app name. Other dimensions fields offer this information and can be found throughout Libring Edge.

5

Set Up Custom Dimensions

Libring gives you 4 custom columns so you can add additional dimensions that matter to you.

6

Set Rules!

In order to keep your normalization running smoothly in the future, it is important to set rules along the way. As you make changes, you can check "also create rule" within the solution so that all incoming line items will reflect your changes as well! For example, if you see that a dimension is currently "app=snake-banner" you can change it to simply "snake". There is a separate dimension that will tell you the ad type. Note that this may override any manual changes made.

7

Use Smart Filters & Tokens!

Our Smart Filters enable you to easily spot any empty cells, cells with original names, cells that have been normalized with a rule, and cells that have been manually changed. You can refer to the Dimension Tokens within Libring Edge to go even more granular in your filtering. You can find both Smart Filters and Tokens by clicking on the question mark (?) in the right corner of the Normalization search bar.